

Message Text

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PAGE 01 DHAHRA 00852 210748Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 PA-02 PER-03 /023 W
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R 210640Z JUL 77
FM WMCONSUL DHAHRAN
TO SECSTATE WASHDC 5577
INFO USDOC WASHDC

UNCLAS DHAHRAN 0852

DEPT ALSO FOR PA/PP

E.O. 11652: N/A
TAGS: BEXP, BTRA, APER, SA
SUBJECT: COMMERCIAL PROGRAM: BUSINESS CONSULTATIONS

REF: STATE 167069

1. POST STRONGLY RECOMMENDS FSO-3 HALLOCK R. LUCIUS FOR
THE BUSINESS CONSULTATION PROGRAM. FOLLOWING IS CODED TO
QUESTIONS IN PARA 4 OF REFTEL:

A. NAME: HALLOCK R. LUCIUS

GRADE: FSO-3

ONGOING ASSIGNMENT: OFFICER RETURNING ON OVER-COMPLEMTN
ORDERS (SEE STATE 168061 AND STATE 168128).

DESCRIPTION OF RESPONSIBILITIES AT POST: CHIEF, ECONOMIC
COMMERCIAL SECTION AND AS SUCH WAS DIRECTLY INVOLVED IN ALL TRADE
PROMOTION ACTIVITIES AND INVESTMENT OPPORTUNITY REPORTING.

B. OFFICER WILL REPORT INTO WASHINTON IN EARLY SEPTEMBER
TO PURCHASE HOUSE IN PREPARATION FOR WASHINGTON ASSIGNMENT.

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C. OFFICER WILLING TO VISIT ALL EAST COAST AND MIDWEST
DISTRICT OFFICES OF USDOC WHICH HAVE COMPANIES IN THEIR
DISTRICT INTERESTED IN EXPORTING TO SAUDI ARABIA.

D. TOPICS - IN ADDITION TO GENERAL FOREIGN PLICY SUBJECTS,
OFFICER IS WILLING TO SPEAK ON ALL TOPICS DEALING WITH
US TRADE AND INVESTMENT WITH SAUDI ARABIA. MULTI-

BILLION DOLLAR MARKET HERE IS IN TAKE-OFF STAGE, AND WE BELIEVE THERE IS ROOM HERE FOR MANY COMPANIES WHICH ARE CONSIDERING BUT ARE TIMID ABOUT ENTERING THE MARKET AND CAN PROFIT FROM MEETING WITH LUCIUS. POTENTIAL FOR INVESTMENT IS PARTICULARLY INTERESTING IN WHOLESALING OR MANUFACTURING AND HE IS QUITE PREPARED TO TALK WITH INDIVIDUALS OR BEFORE GROUPS ON THESE SUBJECTS AS WELL AS TO DISCUSS THE GENERAL TRADE OUTLOOK.

CONTACTS -- J. THOMAS ROGERS, PENNSYLVANIA DEPARTMENT OF COMMERCE (TEL: 717-787-7190) (OR TOM MURRAY OR GEORGE BUCHANAN IN USDOC'S PHILADELPHIA DISTRICT OFFICE)

F. JAY LAHR, INDIANAPOLIS DEPARTMENT OF COMMERCE (TEL: 317-633-4539) (OR MEL SHERAR, USDOC'S INDIANAPOLIS DISTRICT OFFICE)

2. COMMENT OF CONSUL GENERAL: THIS CONSULATE GENERAL HAS, DURING PAST TWO YEARS, BECOME AN EXTREMELY ACTIVE COMMERCIAL INTEREST POST. THIS IS AS IT SHOULD BE, SINCE THE OPPORTUNITIES FOR US EXPORTERS AND INVESTORS IN THE RAPIDLY EXPANDING MULTI-BILLION DOLLAR MARKET IN THIS CONSULAR DISTRICT ARE TREMENDOUS. HAL LUCIUS HAS HAD THE PRIMARY TASKS OF BRINGING THE POST'S TRADE PROMOTION PROGRAM FROM NEAR ZERO TO ONE THAT HAS BEEN ACCLAIMED BY COMMERCE AND BUSINESSMEN FOR ITS SUPERIOR CONTENT. FORTUNATELY FOR THE BUSINESS CONSULTATIONS PROGRAM (BUT UNFORTUNATELY FOR UNCLASSIFIED

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THE OFFICER'S CAREER PLANS) HE IS REPORTING INTO WASHINGTON WITHOUT AND ONWARD ASSIGNMENT. THEREFORE I RECOMMEND THAT STATE AND COMMERCE TAKE ADVANTAGE OF THIS OPPORTUNITY AND APPROVE OUR APPLICATION FOR THIS OFFICER TO PARTICIPATE IN BUSINESS CONSULTATIONS PROGRAM. I AM SUFFICIENTLY THAT US BUSINESS COMMUNITY AND POST WILL PROFIT IF HE IS AUTHORIZED TO WORK OUT SEVERAL USDOC FIELD OFFICES TO HAVE MEETINGS WITH COMPANIES NEEDING ENCOURAGEMENT TO ENTER THIS FAST-GROWING MARKET THAT HOLDS SO MUCH POTENTIAL FOR US EXPORTERS AND INVESTORS. I BELIEVE THAT HE WILL BE ABLE TO CHANNEL BACK TO US IMPORTANT COMMERCIAL INTELLIGENCE THAT WE CAN USE TO GREAT ADVANTAGE, AS HE HOLDS UNMATCHED INSIGHTS INTO THE REQUIREMENTS AND PLANS OF THE LOCAL USAID BUSINESS COMMUNITY. I URGE STATE AND COMMERCE TO ACCEPT THIS APPLICATION AND INFORMATION CAN BE GATHERED FOR HIM TO USE WHEN MEETING WITH COMPANIES IN US.

3. I WOULD ALSO NOTE THAT LUCIUS IS A MATURE OFFICER WITH EXTENSIVE EXPERIENCE AND THE PRESENCE AND ABILITY TO SPEAK TO UNIVERSITY AND FOREIGN AFFAIRS GROUPS, PROFESSIONAL ASSOCIATIONS, OR GENERAL AUDIENCES ON VIRTUALLY ANY SUBJECT CONCERNING FOREIGN POLICY, INTERNATIONAL AFFAIRS OR THE WORK OF

THE FOREIGN SERVICE. HE HAS SPOKEN EFFECTIVELY BEFORE BOTH
LARGE AND SMALL GROUPS HERE, AND I AM SURE HE WILL BE A
POSITIVE SPOKESMAN FOR THE FOREIGN SERVICE IN THE UNITED
STATE.
BUSHNELL

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